

YOU COOK YOUR FOOD—WHY NOT YOUR TOBACCO?

YOU know what broiling does to steak, baking to a potato—and toasting to bread.

In each case flavor is brought out by cooking—by "toasting."

So you can imagine how toasting improves the flavor of the Burley tobacco used in the Lucky Strike Cigarette.



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MEN IN MILITARY SERVICE MAY WRITE FOR PAPERS

Persons in military service are permitted, under certain restrictions, to write for publication in newspapers and magazines. They may not receive payment for material furnished by them.

All letters containing matter for publication written by men in service must be sent through officers, who will delete all references capable of furnishing important information to the enemy.

Regular newspaper correspondents not in military service are not required to submit copy for censorship, being guided by the request for secrecy published by the Committee

on Public Information. If these are ignored the privileges of the camp may be withdrawn in the discretion of the camp commander.

None of these rules apply to troops in France, where the commanding general of the Expeditionary Forces will establish such regulations as are necessary.



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HANCOCK & McCARTY

AMERICAN TRANSPORT SUNK; 147 SOLDIERS LOSE LIVES

A story of disaster at sea, affecting the hearts and hopes of Americans, although they had been schooled to expect it ever since the first contingent of their fighting men left an Atlantic port to become brothers-in-arms to the Entente warriors, entrenched against the German hordes, fortunately has dwindled in the telling.

A hundred and forty-seven lives were lost in the torpedoing of the British troop ship *Tuscania* off the Irish coast at dusk last Tuesday evening, according to the latest reports. She carried 2,379 souls, including 2,179 United States foresters, engineers, supply train men, military police and aero units, and the first meagre details Wednesday night indicated that the death list due to the steamer's sinking might be approximately 1,000. A later estimate that night, however, gave 267 as the number of men missing. Thursday morning the figure was reduced to 210 and this in turn was lowered to 147 through information obtained by a correspondent of the Associated Press in Ireland and confirmed by the American embassy in London.

The *Tuscania*, a liner of 14,384 gross tons, was one of a strongly guarded convoy and proceeding eastward off the north coast of Ireland when disaster overtook her. The shore line was visible from the starboard side through the dusk of oncoming night, and it was from this direction that the lurking German submarine discharged a torpedo that found its mark in the boiler room of the steamer. A second torpedo was seen to pass harmlessly astern.

Apparently retribution at once befell the enemy underwater boat. According to the testimony of an American officer who was one of the last men to leave the *Tuscania*, a British destroyer dashed toward the evident location of the attacker and dropped depth bombs that resulted in the expressive phrase of the submarine hunter, in the enemy being "done in."

The explosion of the torpedo immediately caused a tremendous list and made the launching of lifeboats and rafts extremely hazardous in the heavy sea and the darkness. Almost all the loss of life and the sustaining of injuries occurred because of this condition, because there was no panic among the Americans and the crew, and the stricken liner remained afloat for fully two hours. Many patrol boats assisted the destroyed in the work of rescue and the survivors were landed at various Irish and Scotch ports, where prompt medical attention was given the injured and the others were made comfortable.

Luke McLuke claims to be the only humorist who never wrote a mother-in-law joke. Has Luke a mother-in-law, an is she so formidable as all that?

An evangelist says the Kaiser and his field marshal will spend eternity in hell. In that case Judas Iscariot should start a petition for a pardon.

Don't cuss the snow. The wheat needs it, and we need the wheat.

VINOL REMOVES THE CAUSE OF CHRONIC COUGHS

A Constitutional Remedy That We Guarantee

Lagrange, N. C.—"For years I suffered with a chronic cough, so I could not sleep nights and continued to lose flesh. My druggist asked me to try Vinol. It cured my cough, I can sleep nights and have gained twelve pounds. Vinol is the best tonic and tissue builder I have ever taken."—W. D. Ren, Lagrange, N. C.

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there is a minimum of tire expense.

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The Oldsmobile six-cylinder car is equally representative among cars of its type and embodies all the high Oldsmobile standards.

Built with five different styles of bodies—touring cars, roadsters and club roadsters. Prices are \$1185.00 and \$1467.00 f. o. b. Lansing.

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WILLIAM B. DAY, Agent

Mt. Sterling, Ky.

THE RETAILERS

It is fast becoming plain to even the most superficial observer that the people of this country are in the hands of the retailers. Retail establishments in all lines have multiplied within the past two decades out of all proportion to the demand for such concerns. Ordinarily this would mean keener competition, but not so at this time. In fact, it seems to have just the opposite result. Having naturally divided the volume of business by a larger number, each man's percent of profit must of necessity be greater or his net income less.

We are aware that some may construe our remarks as a reflection on retail stores in general. Such is not our intention. We would merely call attention to the fact that the retail business is greatly overdone. There is scarcely a town in the entire country that could not be adequately supplied by half the number of retail establishments it now supports. The retailer, while his business is a community necessity, is not to be considered in any sense a producer, and now when production is the one paramount consideration in the nation, the ranks should be thinned as much as the welfare of the public will admit.

The main point we wish to make is that the retailer who is making a bare living in a town already overcrowded with similar establishments, could show his patriotism in no better manner than by closing out his business and joining the ranks of producers. The latter need him and his fellows in business would welcome his desertion from their ranks.

The government has already suggested that it may be necessary to classify the different lines of business as essential and non-essential, and to forcibly suspend the latter. It is not without the bounds of possibility that even the necessary lines may have to be greatly cur-

tailed, and in this case no more fruitful field would offer than the general retail stores of the country, in all lines. There is no question but that the thinning of their ranks would work a great benefit to those who were left, to those who were eliminated, and to the country in general.

And while this is not without the range of the possible, might it not be as well to revolutionize the business of the country still further and eliminate the army of commercial travelers? While many of them are fine fellows and we admire their business and many virtues, they constitute a luxury that the country could easily dispense with to a great extent.

While the questions of production and conservation are being considered, why not look around and see if both might not be materially forwarded by eliminating wasted effort in many lines?

The one redeeming feature of the Russian muddle is that, when the daily papers are short of "feature" news, they can always find "another crisis in the Russian situation."

Adding Machine for Sale.

Barroughs, 9 bank, with stand, in good condition. Can be seen in operation at this office, and is offered—at a bargain. 31-12

If there is a real need to conserve fuel, why not go after the joy-riders? There's a fertile field for conservation, Doc.

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